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COVERS ALL OF
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TO MATCHING ITS
CIRCULATION

... *the Torrance Herald is first!*

The HERALD, California's Award-Winning Newspaper in the All-American City, is first because it's a COMPLETE newspaper . . . not an advertising circular in newspaper format or a daily providing only "big story" surface news coverage. The HERALD is first because it offers readers thorough, impartial coverage of "all things Torrance" — from Little League baseball to city council action, from a small fry kindergarten party to the year's top social event. And you can't keep abreast of the fast-moving local scene by reading your Thursday HERALD alone . . . you need the Sunday HERALD, too! The same top features are all carried twice weekly—Edna Cloyd's unmatched women's pages, staff columnists, neighborhood news

reports, editorial and sports pages. If you're not already receiving Sunday's HERALD, phone the circulation department (FAirfax 8-4000) today! Little wonder that advertisers, too, recognize the 43-year-old HERALD as being first. Using it to an ever-increasing degree, business firms respect its honest circulation record as well as its news integrity. They know ONLY The HERALD covers ALL of Torrance, ONLY The HERALD is capable of substantiating circulation claims — that The HERALD is out front by far in number of copies delivered, that no other paper even comes close. They count on The HERALD for MORE, because they know so MUCH MORE goes into The HERALD.

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